RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

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Region Operations Mgr

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July 18, 1997

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Rich:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 21 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	1
Light Men 100	12300-22592	1
Light 100	12300-22589	1
FF 100	12300-22590	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PO #082597

Product / Premium Arrival: **August 25, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

SKU CUBE: **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$704.64**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/lkmy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$24.50 (1.75 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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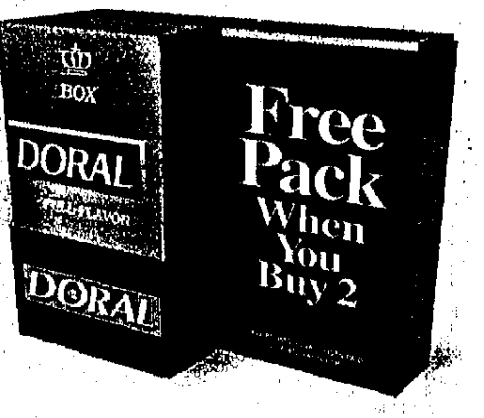
Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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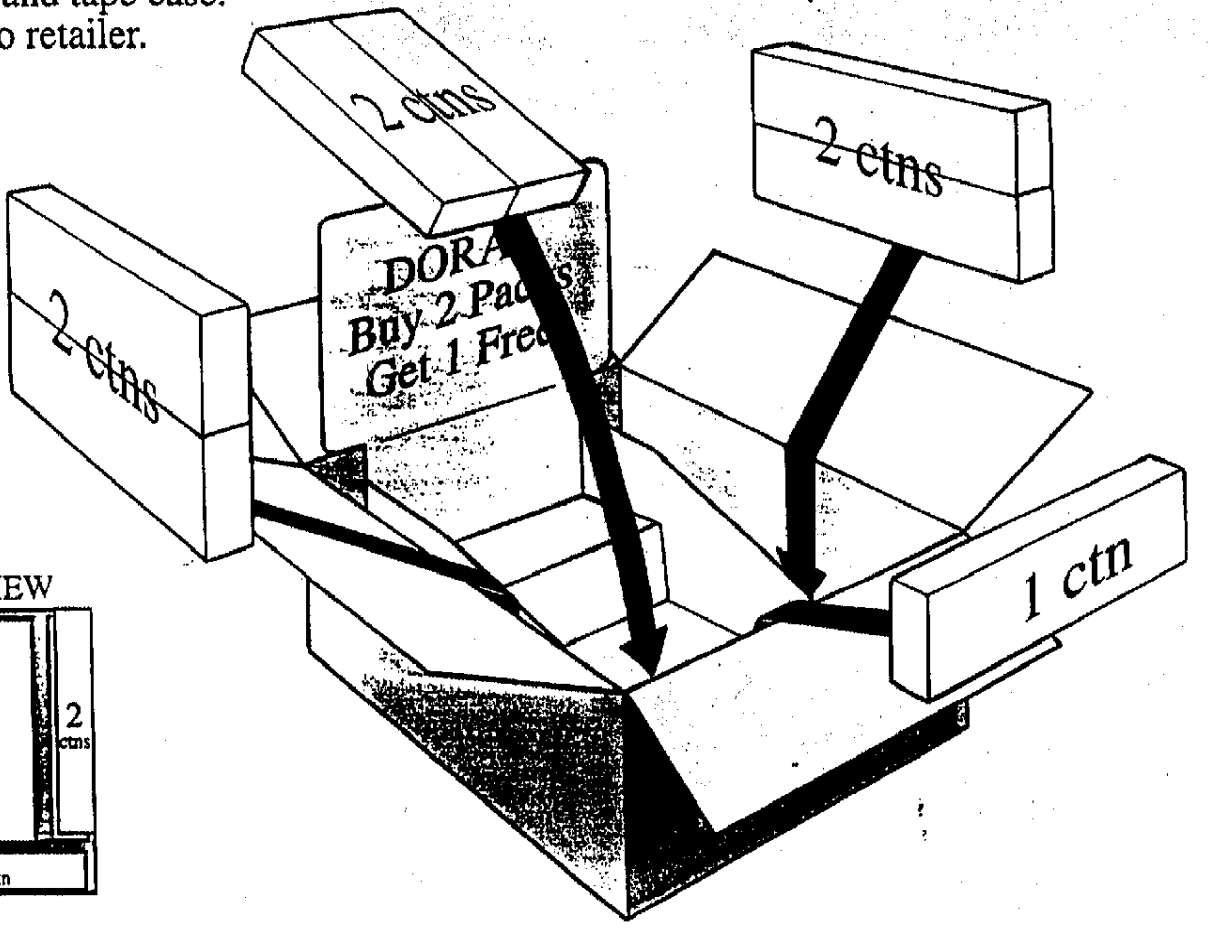
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

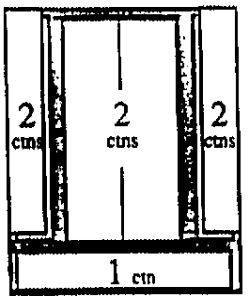
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt MEN 100	Light 100	ff 100		
Number of Cartons						

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WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2426
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	3				(716)394-4490
162605		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607)734-4296
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605		429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	2	NYS			(607)936-4552
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	2	NYS			(607)535-7515
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162605	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2				(607)324-1560

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 20

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